

**THE DETERMINANTS OF THE CUSTOMER'S
SATISFACTION TOWARDS AMASSURANCE
BERHAD SUNGAI PETANI**

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- This project paper is the result of my independent work and investigation, except where otherwise stated
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Abstract

In Malaysia, there are a lot of insurance companies that provide various products for the customers. Change to the customers lifestyles, improved living standard and the diversification of product requirement make the people need some covering for their future life if had some accidental situation happen. So this research is to collect the information about the customer's satisfaction towards the Amassurance company. So the Amassurance Berhad can take the action and respond with the desires of the customers and make them satisfied regarding to the products and services.

The result of the research was obtained through the analysis and data interpretation, observation and personal interview conducted. According to the analysis, the services, products and image in Amassurance Berhad Sungai Petani was contributed to the customer's satisfaction. By this study, the company has to make the customers satisfy towards that company. It is not the easy task to increase the customer's satisfaction and reduce the customer's retention but still Amassurance Berhad give the good performance to fulfill the customer's needs and wants.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

In the past two decades, many emerging economies have been witnessed the strong growth of their life insurance industry. Change to the customers lifestyles, improved living standard and the diversification of product requirement make the people need some covering for their future life if had some accidental situation happen .

studies or well-established markets in developed countries. As a result of cWhile research in the demand for life insurance as attracted much attention since the 1960s, most studies have focused on cross-countrycross-national variations in life insurance consumption, it has been argued internationally about the important of the insurance in human life.

Shaping the demand for life insurance is complex and varied from one country to another. Sometimes people do not know the important of the insurance in our daily life. The information about the insurance is very dim. To educate the people about the insurance may take the very hardest task for the insurance agent.

In Malaysia, there are a lot of insurance companies that provide various products for the customers. Among the most popular insurance company are Takaful Ikhlas, Prudential, MNI Insurance, MAA Insurance and also Amassurance.